



IZEA INSIGHTS SPECIAL REPORT

Influencer Aspirations

Finding the next wave of social media influencers.

APRIL 2023



© IZEA Worldwide, Inc. 2023 All Rights Reserved





BACKGROUND

For the second consecutive year, we surveyed over 1,200 U.S.-based consumers to help understand who considers themselves influencers, who aspires to become an influencer, and what role influencer marketing plays in the daily lives of consumers.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision makers who must stay informed on social media and influencer marketing trends to operate their businesses.
- Help all parties understand how the growing creator ecosystem is introducing a wide range of voices who can positively impact influencer marketing campaigns of all sizes.

All product names, logos, and brands are the intellectual property of their respective owners. All company, product, and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement or partnership.



Sample Population

U.S. Social Media Users

United States

12/15/22
TO
12/16/22

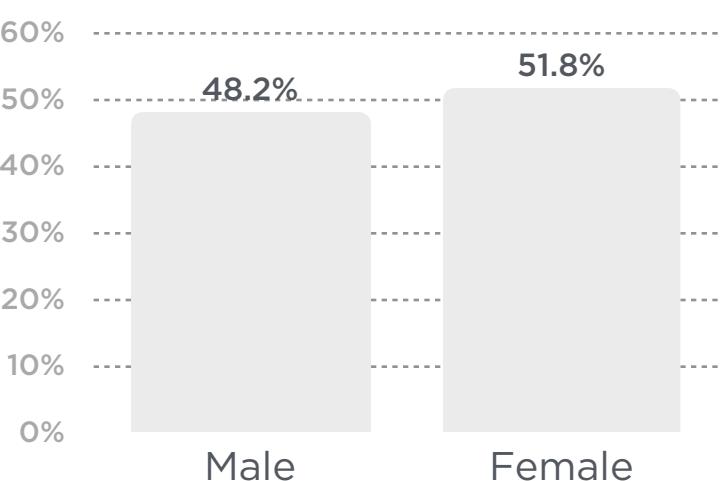
Geography

Data Gathered

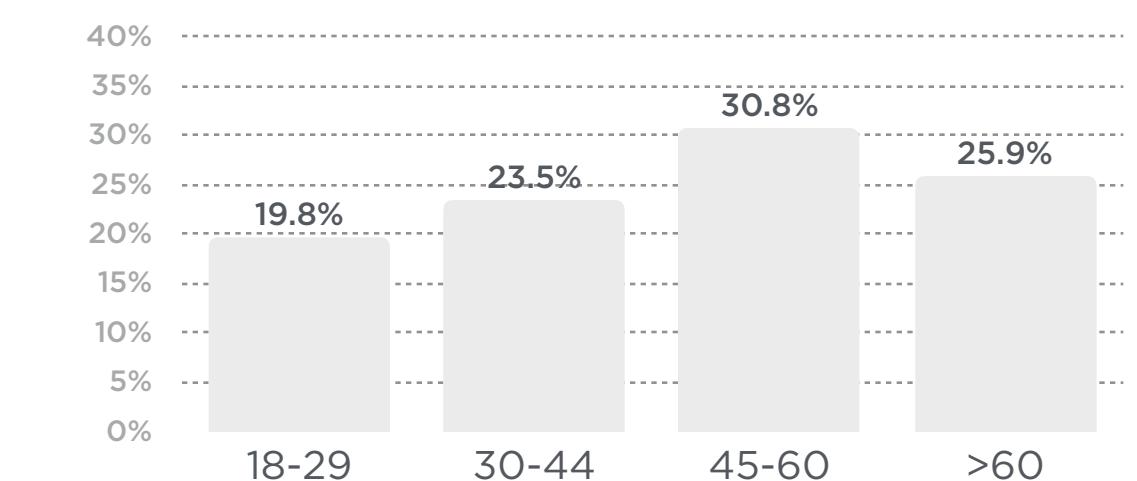
1,299 Qualified
Internet Users

All respondents were required to have an internet connection in order to participate in the survey.

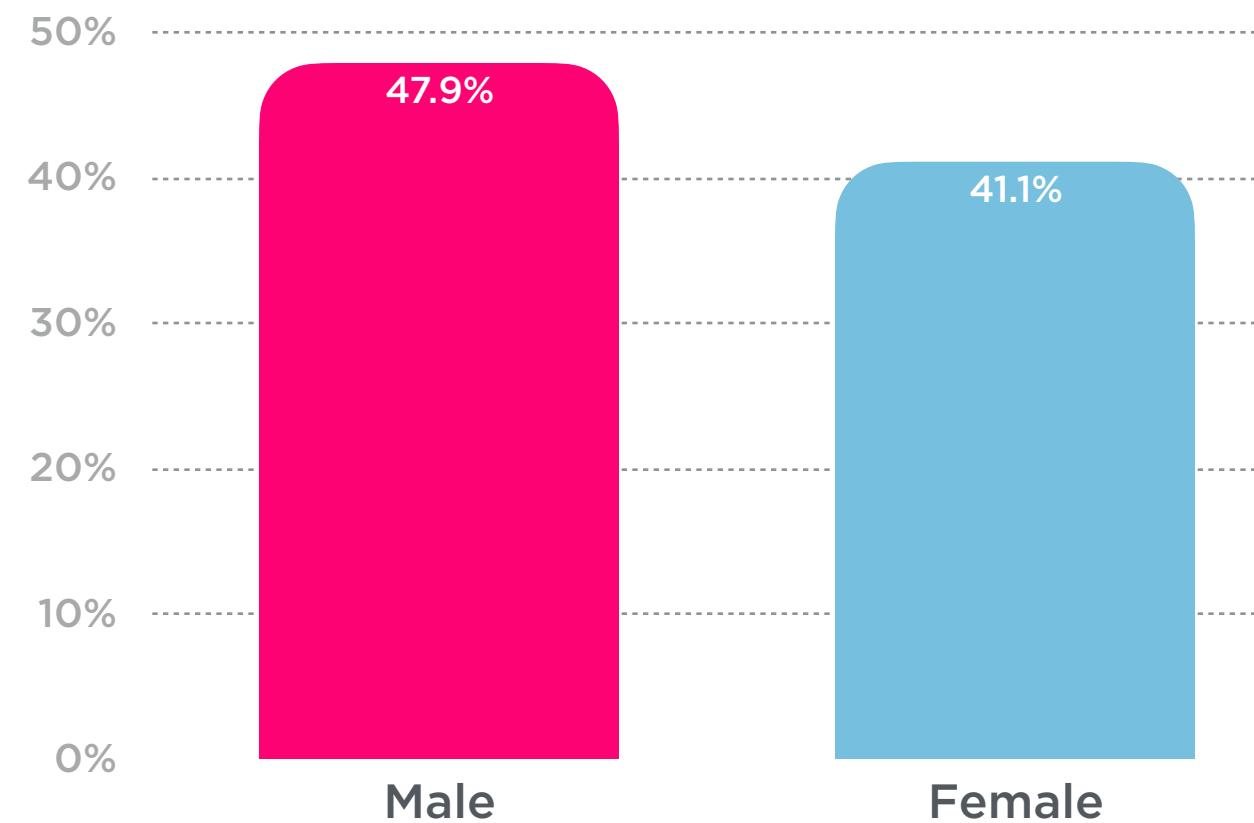
Gender



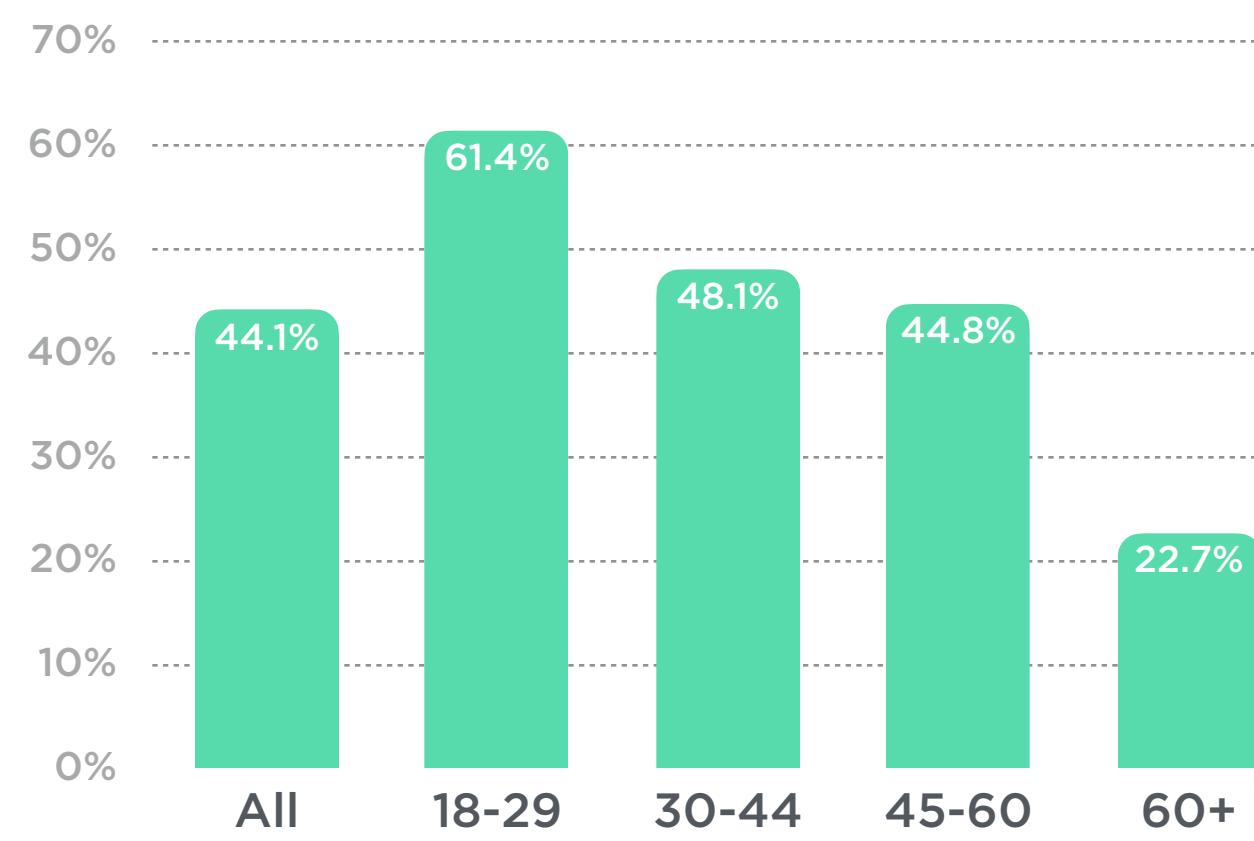
Age



BY GENDER



BY AGE GROUP

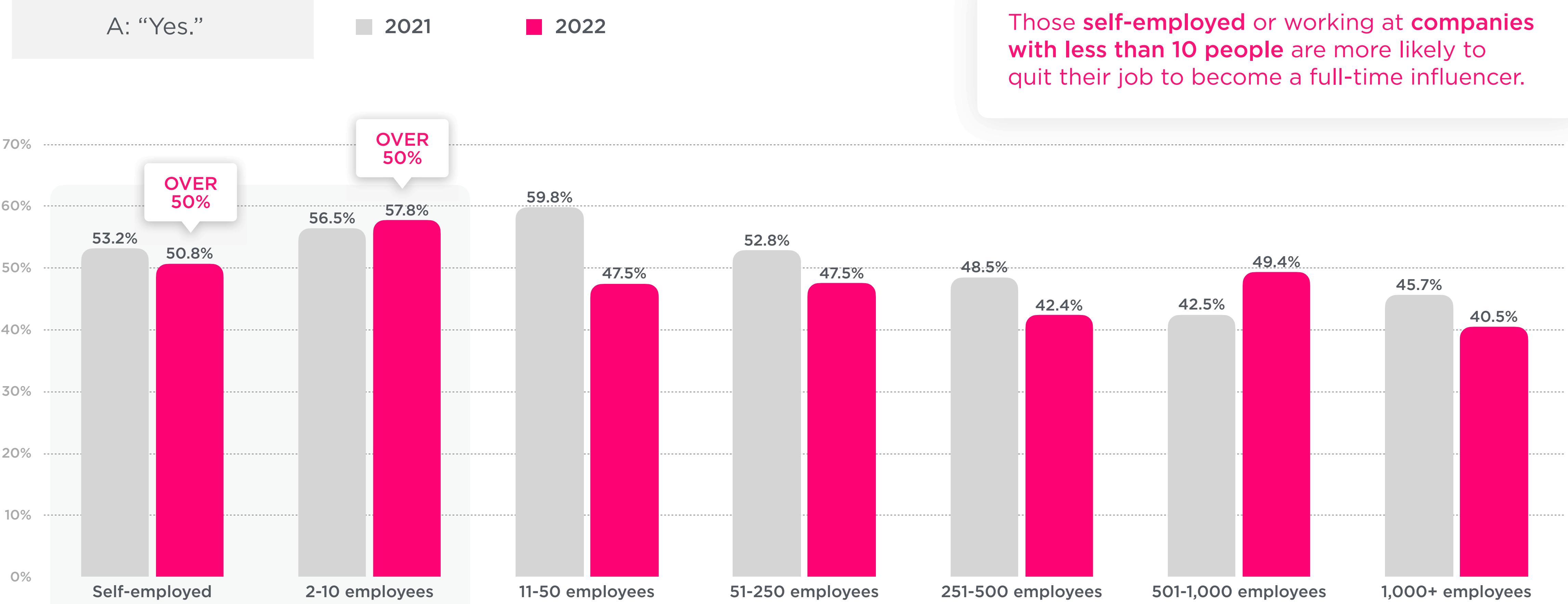


61%

OF RESPONDENTS
AGES 18-29

would quit their job to
make a living as a
social media influencer.

Q: If you could quit your job and make a living as a social media influencer, would you?





Adidas + @rrayyme

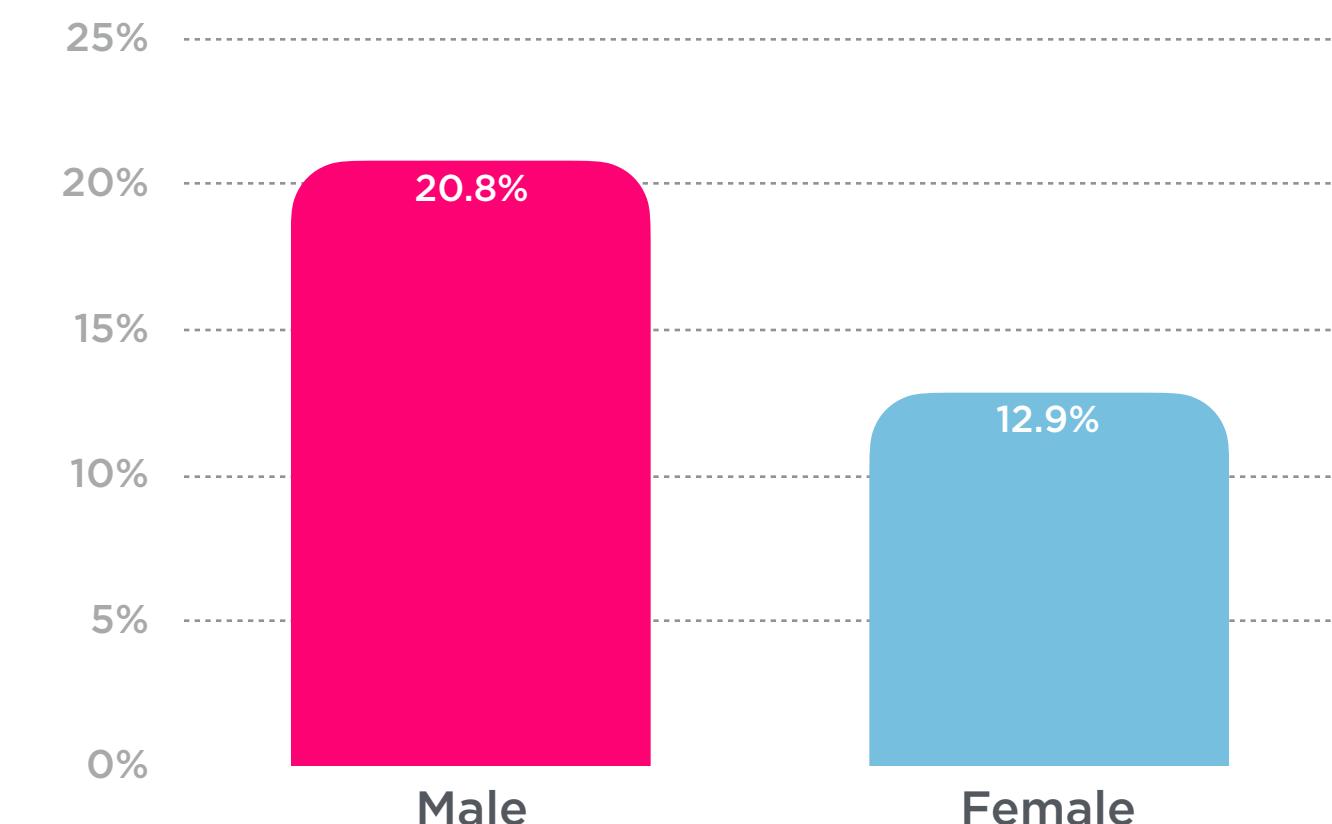
22%

OF ALL RESPONDENTS
AGES 18-29

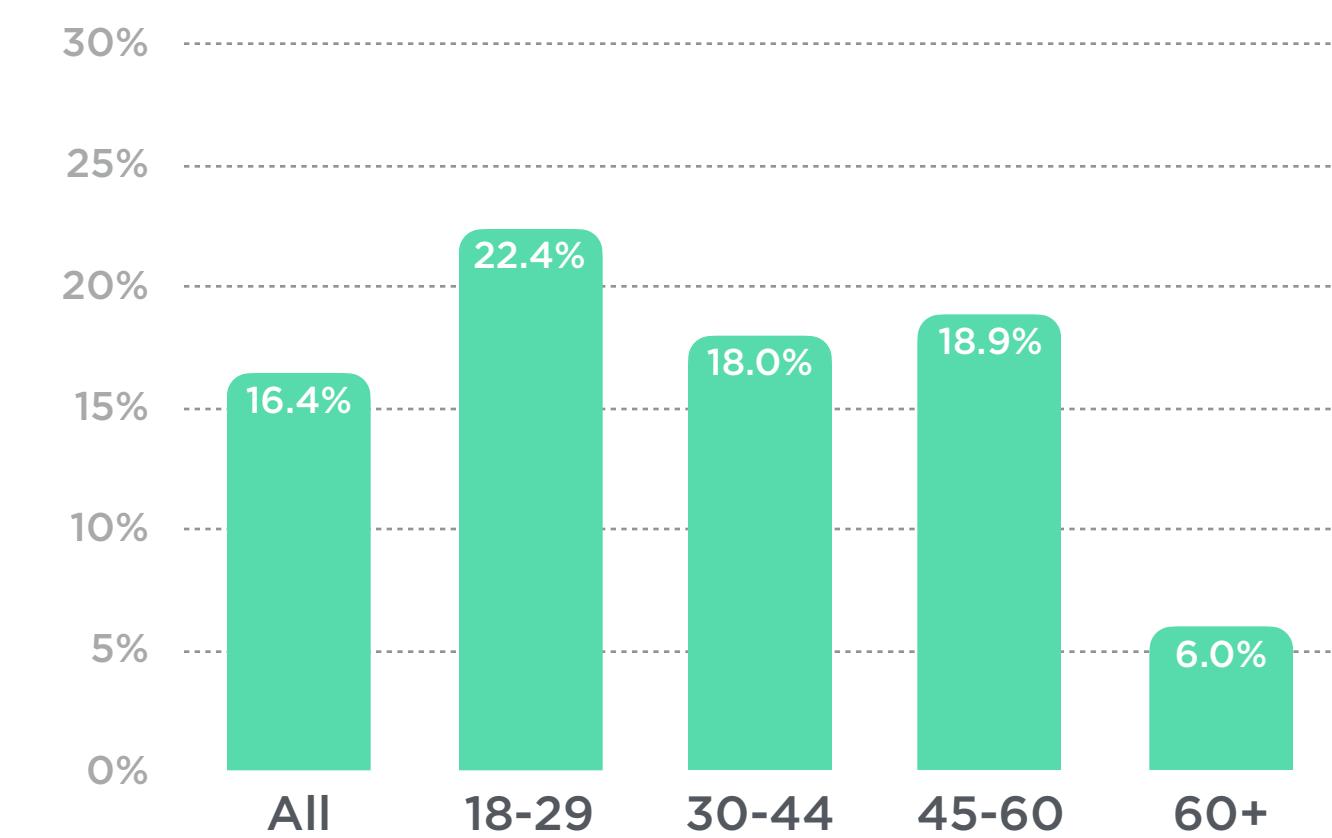
consider themselves
social media
influencers.



BY GENDER



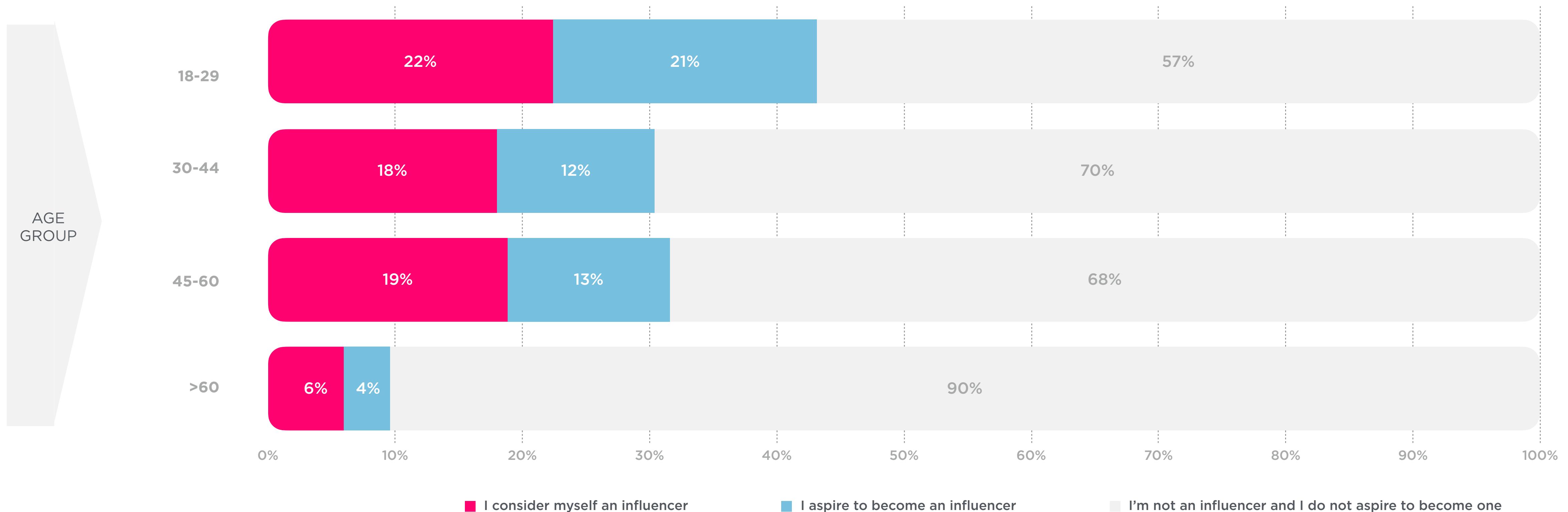
BY AGE GROUP



Those ages 18-29 and 45-60 are more likely than other age groups to be or want to be social media influencers.

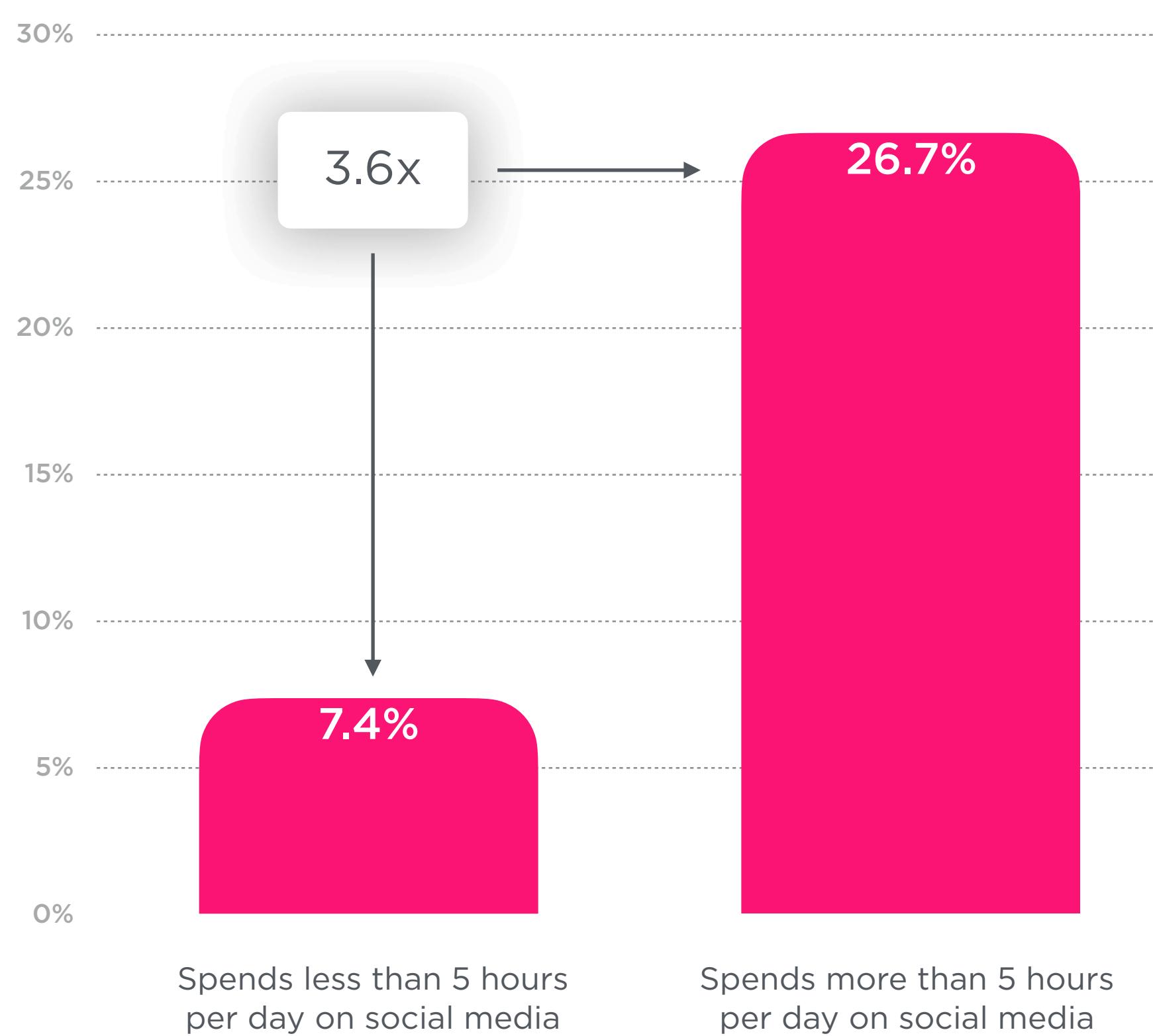


IZEA INSIGHT



Q: Have you ever been paid (or received items as payment) by a brand to make social media posts?

A: "Yes."

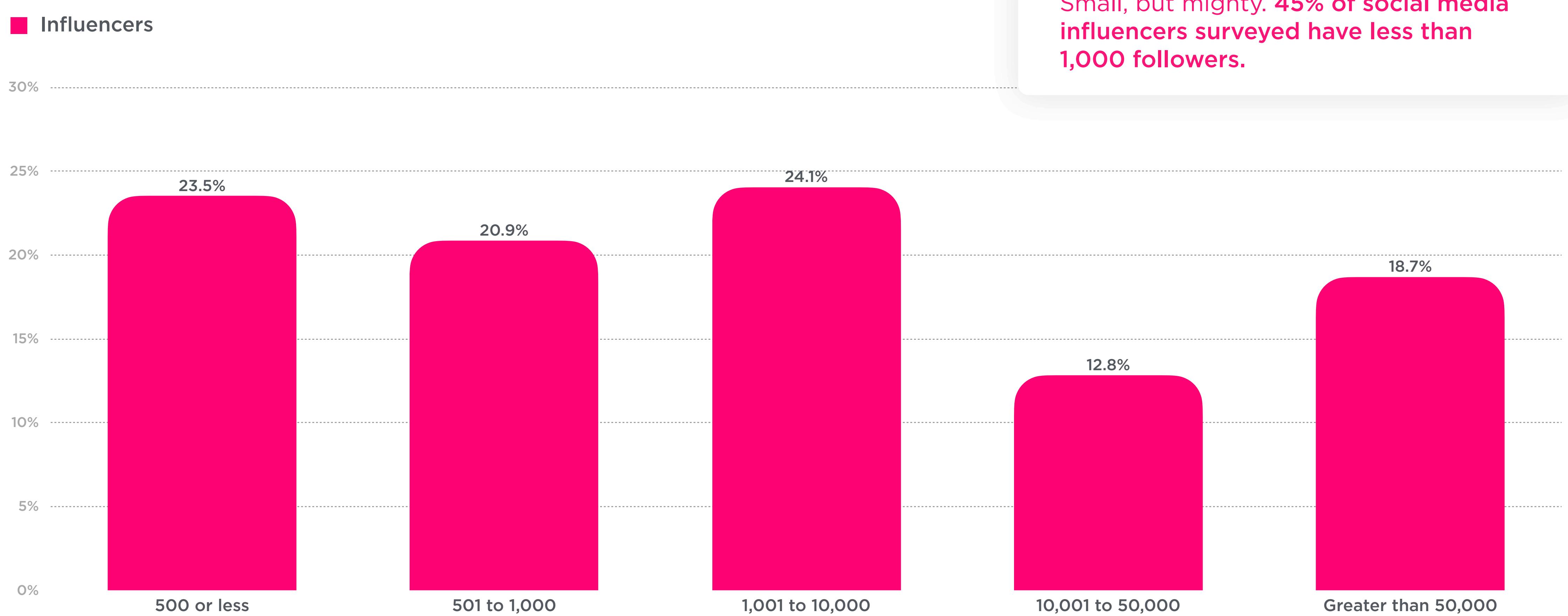


IZEA INSIGHT

Put in the work. Get paid.

Consumers who **spend more than 5 hours per day** on social media are **3.6 times more likely to be compensated by brands** to post online.

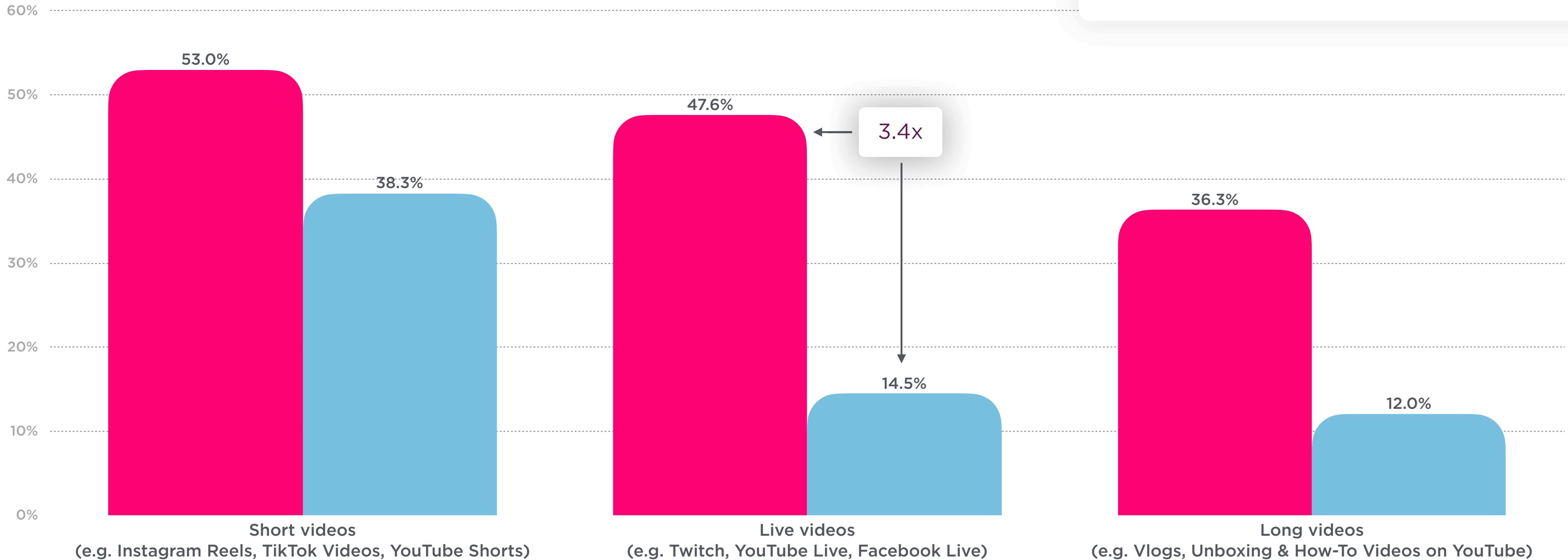
Q: How many people follow you on social media?



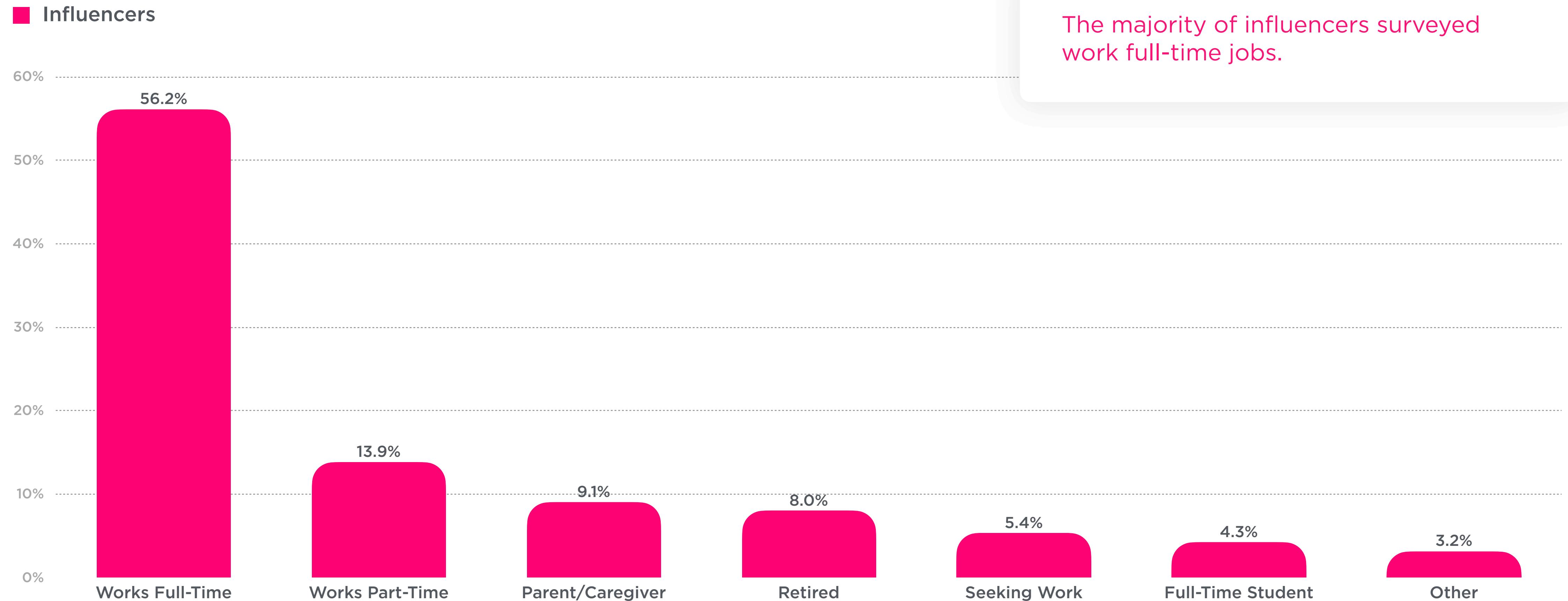
Q: Which of the following content types do you create to post on social media?



■ Influencers ■ Regular Social Media Users



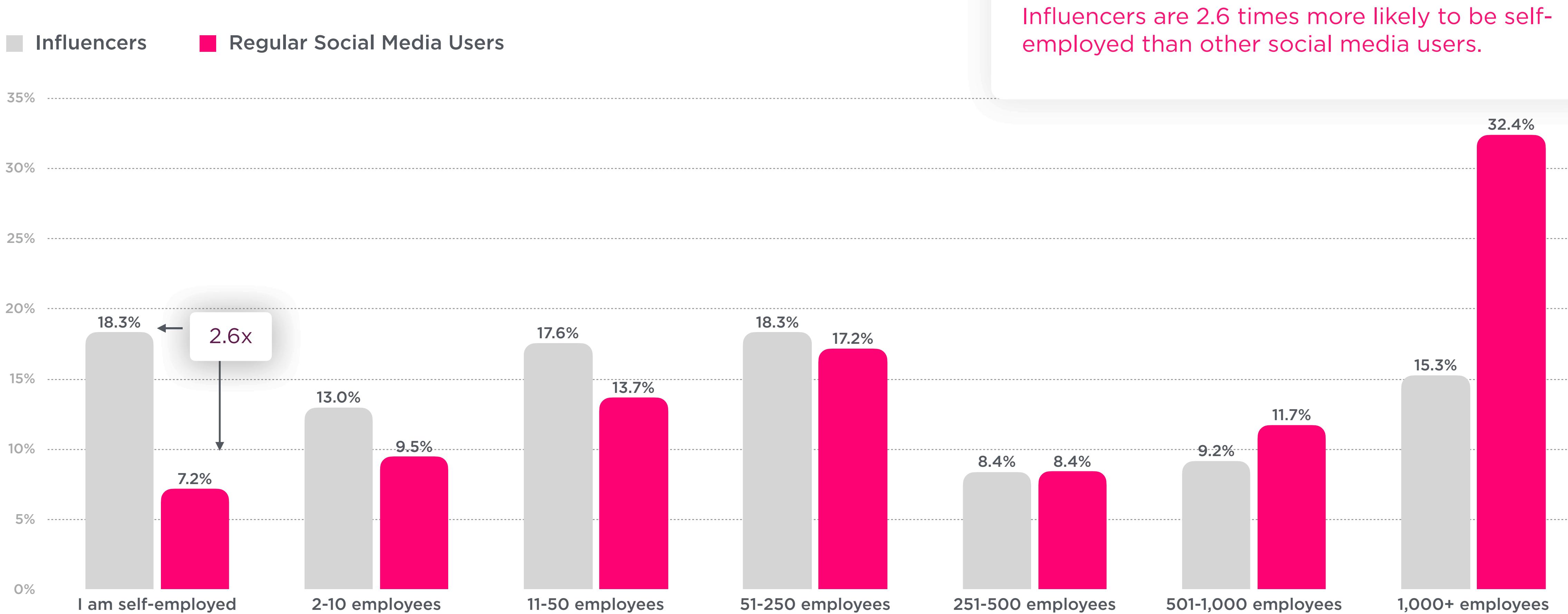
Q: What best describes your employment status?



Q: What is the size of the company you work for?



■ Influencers ■ Regular Social Media Users





For additional research visit:
izea.com/resources

